

ABSTRACT OF THE DISCLOSURE

A system and method are provided that enable a bi-directional mobile communication system to prioritize the delivery of content to mobile platforms based input from a policy algorithm. The policy algorithm is in communication with a database that contains rules for distribution of content (e.g., Internet web pages, audio, and video, among others). The policy algorithm is further in communication with a link management system that provides information as to which mobile platforms are available and a plurality of routers to improve bandwidth utilization. Accordingly, the system according to the present invention prioritizes deliveries and updates of content to the mobile platform in a timely and cost-efficient manner.